

Message Text

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PAGE 01 STATE 158730

70

ORIGIN COME-00

INFO OCT-01 EA-07 ADP-00 EB-05 RSC-01 /014 R

66610

DRAFTED BY: BIC/OIM/238/JSULLIVAN/DEH

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BIC/OIM/238/APLEONARD,RMD STATE/EA/ROK/HNEWSOM(PHONE)

BIC/OIM/238/APOTHUISJE,CMM BIC/OIM/210/ABASHENDORF,DRP

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R 102109Z AUG 73

FM SECSTATE WASHDC

TO AMEMBASSY SEOUL

INFO AMEMBASSY TAIPEI

UNCLAS STATE 158730

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJ: PROPOSED OPENING EVENT, SEOUL TRADE CENTER

1. IN ORDER TO ACHIEVE MAXIMUM EFFECTIVENESS OF TRADE CENTER OPENING EVENT, COMMERCE HAS ADJUSTED ITS RESOURCES TO PROVIDE A JOINT EXPORT ESTABLISHMENT PROMOTION (JEEP) WITH THEME OF SHIPBOARD EQUIPMENT. PROPOSED DATES FOR THE EXHIBITION ARE MARCH 13-15, 1974. SOLICITATION TARGET WILL BE SIX NEW TO EXPORT AND/OR NEW TO MARKET FIRMS, ALL TO BE PROCURED BY OIM.

2. WE BELIEVE SUCH AN EVENT IS NOT ONLY A VIABLE AND ATTRACTIVE PROMOTIONAL VEHICLE TO OPEN TRADE CENTER, BUT CAN ALSO SERVE TO ENHANCE EFFECTIVENESS OF TRADE MISSION ON SIMILAR THEME NOW SCHEDULED FOR KOREA IN APRIL 1974.

3. REQUEST POST CONCURRENCE ON THEME AND TIMING OF OPENING EVENT AND YOUR RECOMMENDATIONS ON POSSIBLE TYPES OF SHIPBOARD EQUIPMENT DESIRED.

4. F.Y.I. COMMERCE HOPES TO ARRANGE ATTENDANCE BY SENIOR COMMERCE OFFICIALS AT OPENING EVENT. MARCH 13-15 PROPOSED
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TIMING OF JEEP BASED ON DESIRE TO INCLUDE ON SAME TRIP

VISIT TO OPENING OF TAIPEI TRADE CENTER, CURRENTLY PLANNED
FOR MARCH 11. ROGERS

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NNN

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